

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method of providing one or more content items to at least one user terminal of a radio system, the content item being related to a broadcast media stream, the method comprising:

attaching the content item to a broadcasting time line of the broadcast media stream by a broadcasting system;

broadcasting the broadcast media stream by a broadcasting system;

synchronizing an internal time of the user terminal with the internal time of the broadcasting system;

sending the content item attached to the broadcasting time line of the broadcast media stream from the radio system to the user terminal; and

presenting the received content item in the user terminal during the presentation of the broadcasted broadcast media stream and at a given moment in time that is determined based on the attachment of the content item to the broadcasting time line and on the synchronization of the internal time of the user terminal with the internal time of the broadcasting system.

2. (Previously presented) The method of claim 1, further comprising sending synchronization data to the user terminal for synchronizing the internal time of the user terminal with the internal time of the broadcasting system and synchronizing the internal time of the user terminal based on the received synchronization data.

3. (Previously presented) The method of claim 2, further comprising synchronizing the internal time of the radio system with the internal time of the broadcast system and sending the synchronization data from the radio system to the user terminal.

4. (Previously presented) The method of claim 2, further comprising sending synchronization data with the broadcast media stream broadcasted by the broadcasting system to the user terminal.
5. (Previously presented) The method of claim 4, further comprising using a Radio Data System (RDS) for sending the synchronization data from the broadcasting system.
6. (Previously presented) The method of claim 1, wherein synchronization of the internal time of the user terminal with the internal time of the broadcasting system comprises executing a synchronization algorithm in the user terminal.
7. (Previously presented) The method of claim 6, wherein executing the synchronization algorithm comprises:
- sending signals from the user terminal to the radio system;
 - calculating round trip delays of said signals;
 - calculating the difference between the internal times of the user terminal and the radio system; and
 - synchronizing the internal time of the user terminal based on the calculated difference between the internal times.
8. (Previously presented) The method of claim 1, wherein the content item comprises one or more of the following: a text, an audio, a video, an image, a multimedia presentation, and a series of these or any combination thereof.
9. (Previously presented) The method of claim 1, wherein the content item comprises an object identification of an object and the method further comprises sending a transaction signal with the object identification from the user terminal to the radio system and

delivering the object of the object identification to the user terminal through the radio system.

10. (Previously presented) The method of claim 1, further comprising attaching the content item to the broadcast media stream by defining the content item's availability to the presentation prior, during and after the broadcast of the broadcast media stream.

11. (Currently amended) A media system including a broadcasting system configured to broadcast a broadcast media stream, the media system comprising:

- a radio system communicating with the broadcasting system and one or more user terminals,

- the broadcasting system is further configured to attach one or more content items to a broadcasting time line of the broadcast media stream in the broadcasting system;

- the user terminal is configured to synchronize an internal time of the user terminal with the internal time of the broadcasting system;

- the radio system is configured to send the content item attached to the broadcasting time line of the broadcast media stream to the user terminal; and

- the user terminal is further configured to present the received content item in the user terminal during the presentation of the broadcasted broadcast media stream and at a given moment in time that is determined based on the attachment of the content item to the broadcasting time line and on the synchronization of the internal time of the user terminal with the internal time of the broadcasting system.

12. (Previously presented) The media system of claim 11, wherein the user terminal is configured to receive synchronization data and to synchronize its internal time with the internal time of the broadcasting system based on the received synchronization data.

13. (Previously presented) The media system of claim 12, wherein the radio system is configured to synchronize its internal time with the internal time of the broadcasting system and to send the synchronization data to the user terminal.

14. (Previously presented) The media system of claim 12, wherein the broadcasting system is configured to send the synchronization data to the user terminal with the broadcast media stream.

15. (Previously presented) The media system of claim 14, wherein the broadcasting system is configured to use a Radio Data System (RDS) to send the synchronization data to the user terminal.

16. (Previously presented) The media system of claim 11, wherein the user terminal is configured to synchronize the internal time of the user terminal by executing a synchronization algorithm.

17. (Previously presented) The media system of claim 16, wherein the user terminal is configured to execute the synchronization algorithm by:

- sending signals from said user terminal to the radio system;
- calculating round trip delays of said signals;
- calculating the difference between the internal times of the user terminal and the radio system; and
- synchronizing the internal time of the user terminal based on the calculated difference between the internal times.

18. (Previously presented) The media system of claim 11, wherein the content item is one or more of the following: a text, an audio, a video, an image, a multimedia presentation, and a series of these or any combination thereof.

19. (Previously presented) The media system of claim 11, wherein the content item comprises an object identification of an object and the user terminal is further configured to send a transaction signal with the object identification from the user terminal to the radio system and the radio system is configured to deliver the object of the object identification to the user terminal.

20. (Previously presented) The media system of claim 11, wherein the broadcasting system is configured to attach the content item to the broadcast media stream by defining the content item's availability to the presentation prior, during and after the broadcast of the broadcast media stream.

21. (Currently amended) A user terminal of a radio system, wherein the user terminal is configured to:

synchronize the internal time of the user terminal with the internal time of a broadcasting system;

receive one or more content items through the radio system which content items are attached to a broadcast media stream of the broadcasting system; and

present the received content items attached to the broadcast media stream during the presentation of the broadcasted broadcast media stream and at a given moment in time that is determined based on the synchronization of the internal time of the user terminal with the internal time of the broadcasting system.

22. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to receive synchronization data and to synchronize its internal time with the internal time of the broadcasting system based on the received synchronization data.

23. (Previously presented) The user terminal of claim 22, wherein the user terminal is configured to receive the synchronization data from the radio system or from the broadcasting system.

24. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to synchronize the internal time of the user terminal by executing a synchronization algorithm in the user terminal.

25. (Previously presented) The user terminal of claim 24, wherein the user terminal is configured to execute the synchronization algorithm by:

- sending signals to the radio system;
- calculating round trip delays of the signals;
- calculating the difference between the internal times of the user terminal and the radio system; and
- synchronizing the internal time of the user terminal based on the calculated difference between the internal times.

26. (Previously presented) The user terminal of claim 21, wherein the content item comprises an object identification of an object and the user terminal is configured to send a transaction signal with the object identification from the user terminal to the radio system and to receive objects of the object identification delivered from the radio system.